



**Sustainability  
Approach 2030  
By  
PAULIG**

# **BALTIC GREEN LEADERSHIP PROJECT - Sharing Best Practices**

2023-02-23

# Our portfolio of valued and loved brands

We are an international, family-owned food and beverage company, offering sustainable taste experiences.

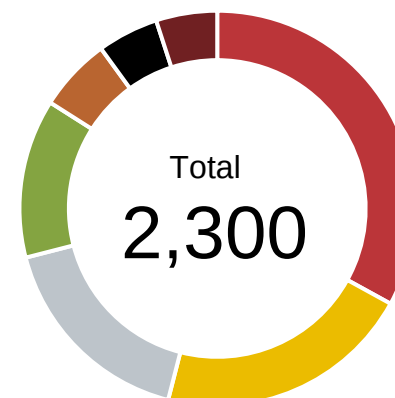


Our success is based on a value-based, inclusive culture.

Operations in

13

countries

*For a life full of flavour.*Total  
2,300

- Belgium 33%
- Sweden 21%
- Finland 17%
- Spain 13%
- Estonia 6%
- UK 5%
- Others 5%

# Our sales offices and factories



BELGIUM

**Roeselare:** Two tortilla factories & chips factory



ESTONIA

**Saue:** Spice factory



FINLAND

**Helsinki:** Coffee roastery   
**Porvoo:** Coffee roastery



SWEDEN

**Mölnadal:** Spice & mixing factory   
**Landskrona:** Tortilla factory



UK

**Milton Keynes:** Tortilla factory

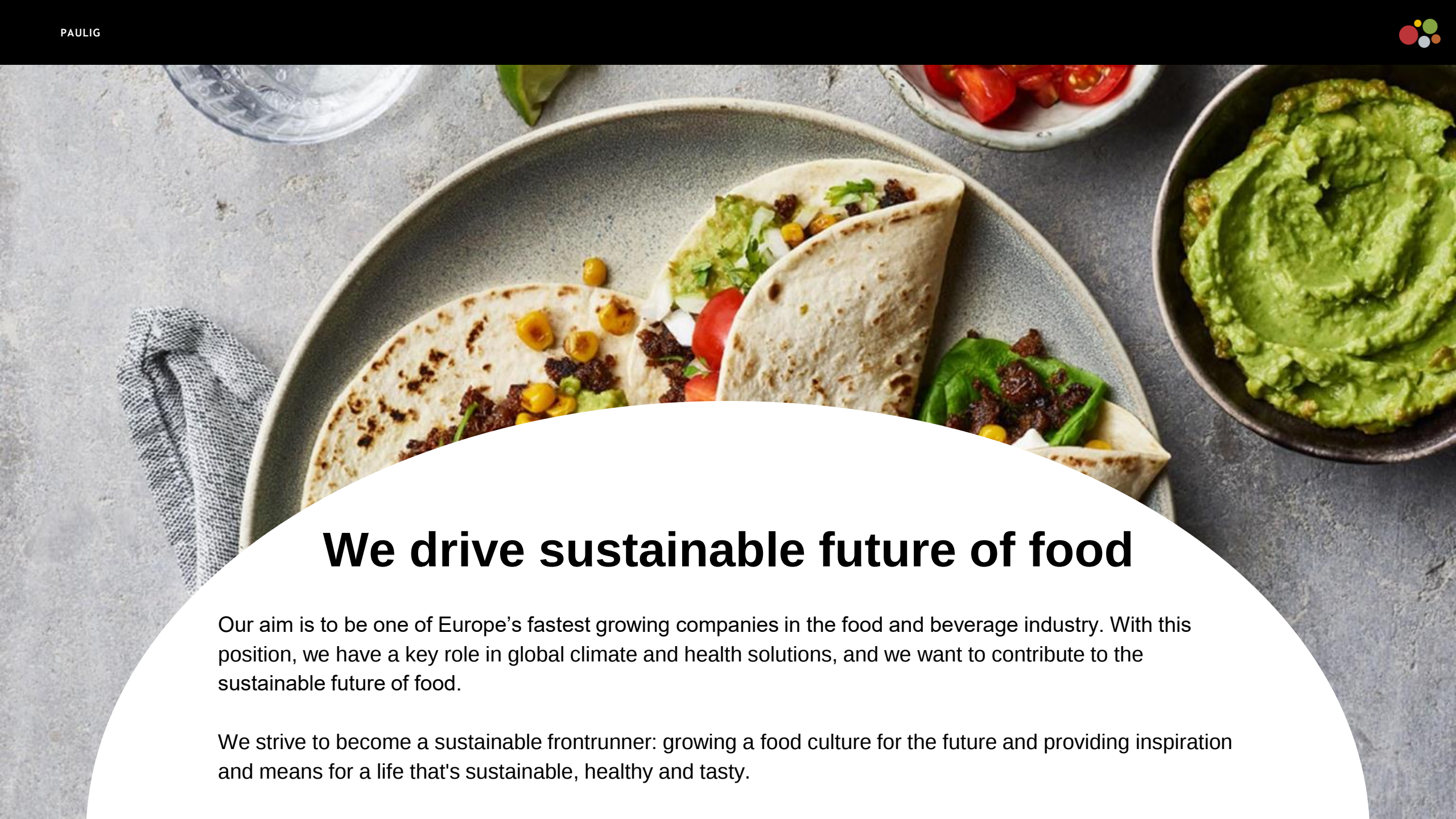


SPAIN

**Berga:** Snacks and tortilla factory   
**Puig-reig:** Popcorn factory



Paulig's Finnish operations have been awarded the qualification 'Level 1 – World's Forefront of Occupational Safety certification' in the annual safety level certifications for 2021, by Vision Zero Forum.



## We drive sustainable future of food

Our aim is to be one of Europe's fastest growing companies in the food and beverage industry. With this position, we have a key role in global climate and health solutions, and we want to contribute to the sustainable future of food.

We strive to become a sustainable frontrunner: growing a food culture for the future and providing inspiration and means for a life that's sustainable, healthy and tasty.



# Can you taste the change?

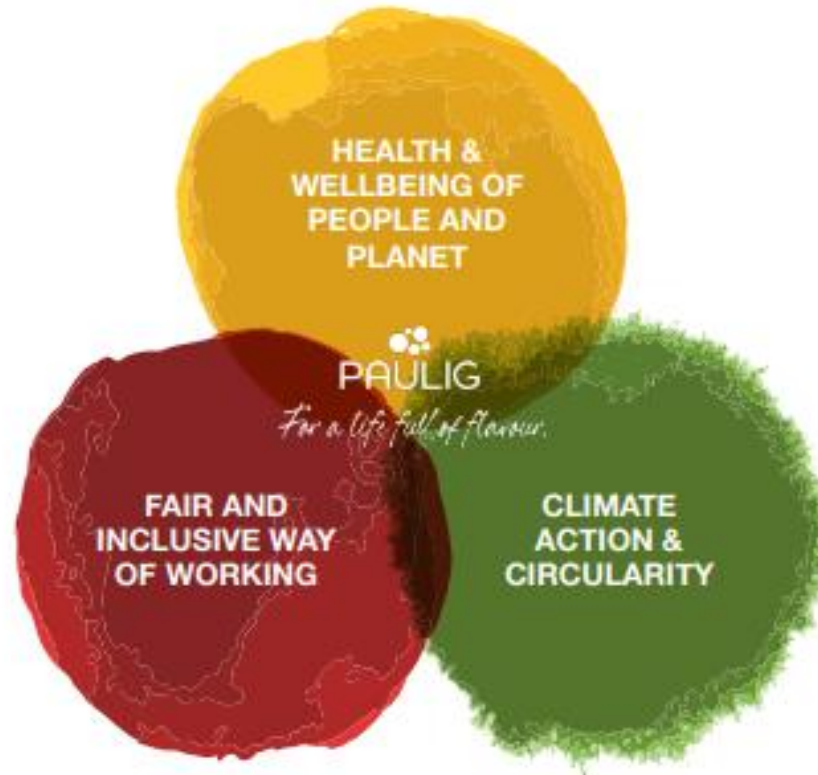
## Our sustainability focus areas and ambitions 2030

### AMBITION

70% of our net sales comes from products and services which enable the health and wellbeing of people and the planet

### AMBITION

100% of raw materials from high-risk areas come from sustainable sources verified by external parties



### AMBITION

50% less GHG emissions in our value chain

80% less GHG emissions from our own operations

All our packages will be recyclable and made from renewable or recycled materials

50% less food loss in our value chain

Our climate targets have been approved by the Science Based Targets initiative.



**Key enablers:** Resource efficiency, Transparency, Partnership, Dialogue, Digitalisation, Regenerative agriculture





# Our value chain is extensive - thinking from Farm to Fork

**We source from about  
80 countries,  
have approx. 600 direct  
suppliers and 5770  
indirect suppliers**

**We operate  
in 13  
countries**

**Our products are  
sold in more than 70  
countries**



**We must involve everyone  
in the movement:**

**Owners, employees, customers,  
suppliers, and even competitors**



# PAULIG'S SUSTAINABILITY

FOCUS AREAS AND AMBITIONS 2030



## CLIMATE ACTION & CIRCULARITY



## Paulig has set ambitious science-based climate targets

Our **science-based climate targets** were **approved by the Science Based Targets initiative** in July 2020.



### Ambition:

80% less GHG emissions from own operations,  
50% less GHG emissions in our value chain

Paulig was the **first food and beverage company in Finland** and among frontrunner companies globally that have climate targets approved by the SBTi.

We **support the Business Ambition campaign for 1.5°C** and have committed to limit the global temperature rise to a maximum of 1.5°C in our operations and value chain.





Working towards carbon neutrality:  
**7 out of Paulig's 11 production sites have achieved CarbonNeutral® building certifications.**  
All Paulig production sites will be carbon neutral by the end of 2023.



CLIMATE ACTION  
AND CIRCULARITY

As of 2023, Lantmännen Ceralia supplies Paulig with **17,000 tons** of wheat flour that **reduces the climate impact** by as much as **30 percent**. This gives us more **sustainable tortillas** from **Santa Maria**.



# Paulig's sustainable packaging ambitions

## Ambition

By 2030,  
**100%**  
all our packaging will be  
recyclable and made from  
renewable or recycled  
materials.



## First focus

By 2025,  
**100%**  
of our packaging will  
be recyclable.

## Actions

- ✓ Setting internal rules and guidelines on packaging recyclability
- ✓ Piloting innovative solutions with our partners and customers
- ✓ Developing renewable and recycled materials
- ✓ Reducing our carbon footprint by increasing the use of renewable and recycled materials.

# Continuous work towards recyclable, renewable and recycled packaging



Currently  
**85%**  
of our packages  
are recyclable.

The aim is to  
replace virgin  
fossil plastic  
by innovative  
R&D.

With Paulig,  
VTT has been  
developing  
packaging made  
from renewable  
raw materials.

We have  
introduced  
a coffee package  
partly made from  
tall oil, residue  
from the forest  
industry.

## Examples from Santa Maria

Replacing plastic with paper in Santa Maria tortilla packaging has reduced the carbon footprint of the package by **35%**

The new spice lid contains **40%** less plastic resulting in a reduction of **93 tons** of plastic a year

The glass jars for spices and salsas are made of **55-60%** recycled glass.

**Santa Maria**

## Examples from Paulig

Renewable materials currently make up for **50%** of raw materials used in City and Mundos coffee packages.  
**30-45%** less CO<sub>2</sub> emissions

Frezza bottles are made of 100% post-consumer recycled plastic which has decreased carbon footprint of the bottle by up to **90%**





**Food waste calculator with the Natural Resources Institute Finland (LUKE). Over 55,000 persons have already calculated their food waste figure.**



**Actions to reduce food loss.**



**Study on Value Chain Food Loss with University of Helsinki**



# We stay relevant by constantly developing sustainable choices and inspiration for people



Paulig City Coffee range including ground coffee and cold drinks has been a huge success.



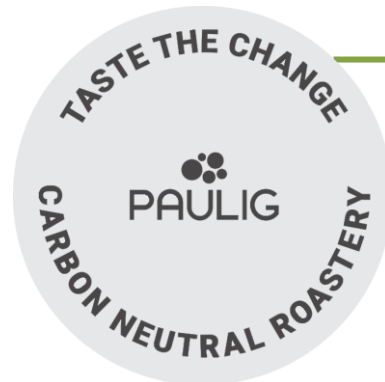
New greener vegetarian options for Tex Mex – e.g. carrot & beetroot tortillas



In 2022 a new tortilla factory opens in Roeselare, Belgium, maximizing energy efficiency and sustainability



Paulig supports sustainable farming via collaboration with Lantmännen



7 out of 11 Paulig's factories are already Carbon neutral



€25M investment in Vuosaari factory, enabling the use of recyclable packaging and increasing efficiency

# Sustainable Food Academy

Educational Program for  
Hospitality Students



# IDEA & EXECUTION

- Online lessons for students of vocational schools: future chefs, pastry chefs, bartenders, hotels and restaurant managers, other hospitality professionals.
- The lessons delivered by HoReCa professionals: Ieva Pikžirnytė-Dignaitienė, Coffee and Taste Training Expert, and Justinas Kapkovičius, award winning chef, food blogger.
- Masterclass-type lessons consist of demonstration of sustainable cooking techniques and recipes, sustainability tips and examples of award-winning restaurants and chefs to follow, Q&A session.
- The lessons delivered monthly with in-advance invitation for the students and last for 2 classroom hours, i.e. 90 min.
- Videos of the lessons are available online after the lesson for those that are not able to join live.
- Recipes and techniques presented in the lesson delivered after each lesson.



# SUCCESS STORY IN LITHUANIA

Over 16 lessons delivered in Lithuania since launch in May 2021, including visit lessons in Kaunas and Klaipėda vocational schools.

Around 360 students attended the lessons online during 2022.

Special academy lessons delivered for:

- about 50 students from “Erasmus+” project “Generation of Sustainability” and visiting Lithuania in May 2022 (re next slide)
- visitors of “Taste Vilnius HoReCa 2022” exhibition
- Recognised and award winning chefs, e.g. Ignas Damanskas, winner of Lithuania's Best Chef 2022 competition, Jaroslav Orševski, President of the Lithuanian Chefs and Confectioners Association, took part as guest chefs in the academy lessons.
- Justinas Kapkovičius, Lecturer of the Academy, is being asked to comment food sustainability topics in the media, also, invited to deliver catering as guest chef for management of SEB bank as part of their sustainability program.



# DISCUSSION

- SFA is a success story, yet we see very little engagement - WHY?
- Are sustainability and green ideas still a rather distant future for the students? Is it not relevant until it is actually worked on and practiced?
- Maybe Lithuanians do not yet dare to be leaders in this topic/field and, if so, why?
- What would it take for future specialists to speak more boldly about green initiatives and ideas?





**THANK YOU!**